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Certificate

REPUBLIC OF SOUTH AFRICA

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DEPARTMENT OF TRADE AND
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the documents annexed hereto are true copies of:

Application forms P.1, P.2 and provisional specification and drawing of South African Patent Application No.2003/5983 as originally filed in the Republic of South Africa on 4 August 2003 in the name of MEYER ALLEN for an invention entitled: "RETRACTABLE DISPLAY APPARATUS".

Getekken te

PRETORIA

in die Republiek van Suid-Afrika, hierdie

in the Republic of South Africa, this

22

dag van

October 2004

day of

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Registrar of Patents

PRIORITY DOCUMENT
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REPUBLIC OF SOUTH AFRICA

PATENTS ACT, 1978

FORM P2

REGISTER OF PATENTS

21	Official Application No. 2003/5983	22	Lodging date: Provisional 2003 -08- 04	47	Acceptance date		
51	International classification	23	Lodging date: Complete	Granted date			
71	Full Full name(s) of applicant(s)/Patentee(s): MEYER, ALLEN						
71	Appl. Applicants substituted:					Date registered	
71	Assignee(s):						
72	Full Full name(s) of Inventor(s): IVEY, David MEYER, Allen						
PRIORITY CLAIMED		33	Country	31	Number	32	Date
54	Title of Invention RETRACTABLE DISPLAY APPARATUS						
Address of applicant(s)/patentee(s): 13 Dreyfus St., Steeldale, Johannesburg, South Africa							
74	Address for Service: LES FISHER & CO. Johannesburg			LF&Co Ref	Z.A.P.2258	7 High Rd, Bramley, Jhb	
				Docex	438 Jhb	Box 391864 Bramley 2018	
61	Patent of Addition No.			Date of any Change			
	Fresh application based on:			Date of any Change			

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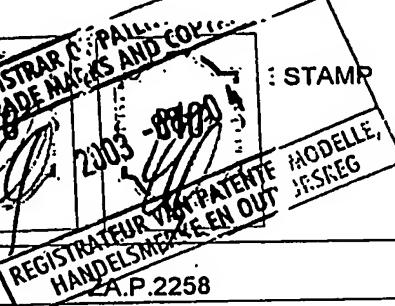
(IN DUPLICATE) Form P1

APPLICATION FOR A PATENT AND
ACKNOWLEDGEMENT OF RECEIPT

The grant of a patent is hereby requested by the undermentioned applicant on the basis of the present application filed in duplicate

21 | 01 OFFICIAL APPLICATION No. 2003 / 5983

LF & Co. Ref:



71 APPLICANT/S (Full Name/s)

MEYER, ALLEN

ADDRESS/ES OF APPLICANT/S

13 Dreyfus St., Steeldale, Johannesburg, South Africa

59 TITLE OF INVENTION

RETRACTABLE DISPLAY APPARATUS

- Priority is claimed as set out on Form P2. Earliest Priority claimed is:
- This application is for a Patent Of Addition to patent application No.:
- This application is a fresh application in terms of Section 37 based on application No.:

Country	Number	Date
21 01		
21 01		

THIS APPLICATION IS ACCOMPANIED BY:

X	1a	A single copy of a provisional application. Number of pages
	1b	Two copies of a complete specification. Number of pages
X	2	Drawings. Number of sheets
	3	Publication particulars and abstract (Form P8 in duplicate)
	4	Two copies of the drawing for the abstract. Figure No
X	5	An assignment of invention
	6	Certified priority documents. Numbers
	7	Translation/s of the priority document/s
	8	An assignment of priority rights
	9	A copy of Form P2 and specification of ZA Patent Application No/s.
X	10	A declaration and power of attorney on Form P3
	11	Request for ante-dating on Form P4
	12	Request for Delay of Acceptance on Form P4
X	13	Form P2 plus copy

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formal / informal

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21 | 01

74 Address for Service:

LES FISHER & CO. Johannesburg

Docex DX 438 Jhb

Box 391864 Bramley 2018

DATE 29-Jul-2003

LES FISHER & CO.
APPLICANT'S AGENTS

The duplicate will be returned to the applicants address for service as proof of lodging, but is not valid unless endorsed with official stamp.



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Johannesburg

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PROVISIONAL SPECIFICATION

(Section 30(1) - Regulation 27)

21	01	Official Application No.	22	Filing Date		LF & Co. Ref:
• • 2 0 0 3 / 5 9 8 3			2003 -08- 0 4			Z.A.P.2258
71	APPLICANT/S (Full Name/s) MEYER, ALLEN					
72	INVENTOR/S (Full Name/s) IVEY, David MEYER, Allen					
54	TITLE OF INVENTION RETRACTABLE DISPLAY APPARATUS					

RETRACTABLE DISPLAY APPARATUS

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TECHNICAL FIELD:

This invention relates to a retractable display apparatus comprising a housing, a drum journalled for rotation in the housing, a display sheet wound on to the drum, a slot through which a display sheet can be unwound from the drum against the action of a spring, and support means for holding the display sheet in an extended position. The invention is concerned primarily, though not exclusively, with such apparatuses for displaying promotional posters and the like.

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BACKGROUND OF THE INVENTION:

Various display apparatuses are known, such as that disclosed in US patent 5,798,861. A disadvantage of many of the known devices is that it is difficult to change the display sheet, which of necessity is securely attached to the drum. European patent application 1,285,421 seeks to overcomes this problem by providing an extruded strip along the edge of the display sheet, the strip being removably engageable with or in an attaching formation extending longitudinally on the periphery of the drum. Changing the sheet requires extending the display sheet fully, aligning the attaching formation with the slot and holding the drum against the bias of the spring. Due to the perceived awkwardness of this operation, it is not uncommon for a user simply to order a complete new device with reprinted information or return the device to the supplier to change the display sheet.

30

This invention seeks to provide an apparatus and method of using same which facilitates changing of the display sheet.

SUMMARY OF THE INVENTION:

35 One aspect of the invention provides a retractable display apparatus comprising a housing, a drum journalled for rotation in the housing, a display sheet wound on to the drum, and a slot in the housing through which a display sheet can be unwound from the drum against the action of a spring, wherein:

- a leader strip is attached to the drum along one edge, the leader strip being dimensioned to extend through the slot when the drum is unwound sufficiently;
- a first securing formation is provided on the leader strip spaced from the first mentioned edge, the first securing formation being dimensioned to pass through the slot; and
- a second securing formation is attached to the display sheet, the first and second securing formations being releasably engageable with each other.

10

This construction enables the display sheet and leader strip to be unwound from the drum such that the first and second securing formations are visible and easily accessible outside of the housing, the drum or strip then being held, the formations detached and a fresh display sheet attached 15 to the leader strip.

The first securing formation may be provided along the opposed edge of the leader strip or it may be spaced from such edge to provide a formation that may be gripped if desired.

20

Preferably, the drum is formed with a longitudinally extending peripheral recess that can accommodate the first and second securing formation, such that a substantially smooth surface of the drum is presented to the display sheet rolled on to it.

25

Preferably a further securing formation is provided along the edge of the leader strip that is attached to the drum, the further securing formation being engaged with the drum. The further securing formation may slidably engage longitudinally into a suitable undercut slot formation on the 30 periphery of the drum. This construction facilitates assembly of the drum and leader strip, the drum thereafter being inserted into the housing and the spring tensioned. The further securing formation may be bonded or otherwise secured to the drum since it need not be detachable from the drum after the drum has been installed in the housing.

35

Preferably the leader strip is of a strong, flexible sheet material, such as a suitable plastics, which may be reinforced with fibres as is known in the art.

Preferably the leader strip comprises a strip of flexible material with a rib extending substantially along each edge of the strip. The ribs may be substantially the same to facilitate assembly. The strip may be of moulded or extruded plastics.

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Another aspect of the invention provides a method of attaching a display sheet to a retractable display apparatus comprising a housing, a drum journaled for rotation in the housing on which the display sheet is to be wound, and a slot in the housing through which a display sheet can be

10 unwound from the drum against the action of a spring, including the steps of wherein:

- securing one edge of a leader strip to the drum, the leader strip being dimensioned to extend through the slot when the drum is unwound sufficiently and having a first securing formation substantially at its
15 opposed edge;
- attaching the display sheet to a second securing formation; and
- engaging the first and second securing formations with each other when the first securing formation is outside the housing.

20 The first and second securing formations are elongate formations that are releasably engageable with each other by sliding one longitudinally into engagement with the other.

Further features, variants and/or advantages of the invention will emerge

25 from the following non-limiting description of an example of the invention made with reference to the accompanying schematic drawings.

BRIEF DESCRIPTION OF THE DRAWINGS:

30 Figure 1 shows a side view of a retractable display apparatus of the invention in use;

Figure 2 shows a side view on a larger scale of a housing part of the apparatus for Figure 1, a portion of a display sheet being shown partially wound onto a storage drum in the housing; and

35 Figure 3 shows a view similar to that of Figure 2, with the display sheet and a leader strip fully unwound.

DESCRIPTION OF ILLUSTRATED EMBODIMENTS:

In the drawings the same or similar parts have the same reference numbers, certain parts having sub-numbers to identify them as part of a component or as substantially equivalent parts in different embodiments.

5 Figure 1 shows a retractable display apparatus 10 comprising a housing 12 formed with a slot 22, a drum 14 journaled for rotation in the housing about an axis 14.1, a display sheet 16, a support post 18 removably mounted on the housing and a hook 20 for attaching the free end of the display
10 sheet to the post. A spring, not shown, is provided inside the drum to wind the display sheet back onto the drum when the sheet has been extended from the housing.

As best seen in Figures 2 and 3, the drum 14 is basically round and is
15 formed with an undercut slot 24 and a recess 26. The drum is of extruded aluminium. The display sheet is attached to the drum by a leader strip 28 of extruded plastics, the strip comprising a flexible sheet 28.1 and two round ribs 28.2 along each edge of the strip 28.1. One of the ribs 28.2 is engaged in the slot 24 in the drum. A securing formation 30 is bonded to
20 the bottom edge of the display sheet, the securing formation having an undercut formation 32 longitudinally and releasably to receive one of the ribs of the leader strip and a curved portion 34 to which the display sheet can be bonded. The curvature of the curved portion 34 substantially matches that of the drum 14.

25 The securing formation 30 may be of extruded aluminium, in which event the display sheet would be adhesively bonded to it. Alternatively it may be of extruded plastics in which event it can be adhesively bonded to the display sheet or welded to the display sheet if the sheet is of a suitable
30 plastics.

The width of the leader strip is such that when it is wound onto the drum, see Figure 2, the securing formation is substantially fully accommodated in the recess 26. Also the width is such that when fully unwound from the
35 drum, the free rib is outside the slot 22 where is it accessible to a user. The rib and securing formation 30 are dimensioned to pass freely through the slot 22.

A hole 14.2 is formed in an end wall or cap of the drum 14 and a hole is formed in an end wall of the housing to align with the hole 14.2. A pin, not shown can pass through the two holes to hold the drum against rotation. This construction is well known in the art.

5

In practice the display sheet may be changed or replaced by pulling it fully out of the housing against the bias of the spring and then further to extend the leader strip outside the slot. A pin is passed through the registering holes in the drum and housing to hold the drum against rotation
10 by the force of the spring. The securing formation is then slid longitudinally out of engagement with the rib. A new display sheet with an securing formation secured to it is then slid into engagement with the rib, whereafter the pin is removed and the display sheet allowed to be wound onto the drum by the force of the spring.

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The invention is not limited to the precise details described above and shown in the drawings. Modifications may be made and other embodiments developed without departing from the spirit of the invention.

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DATE 29 July 2003

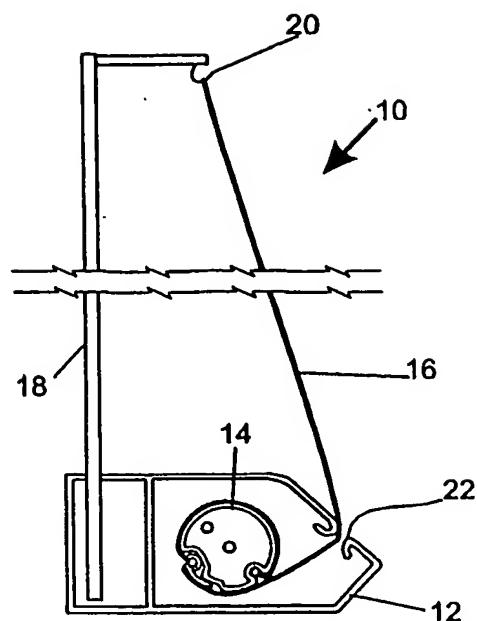
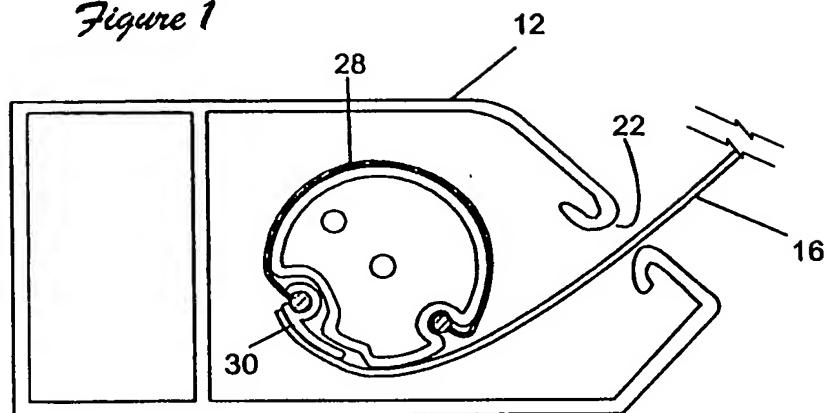
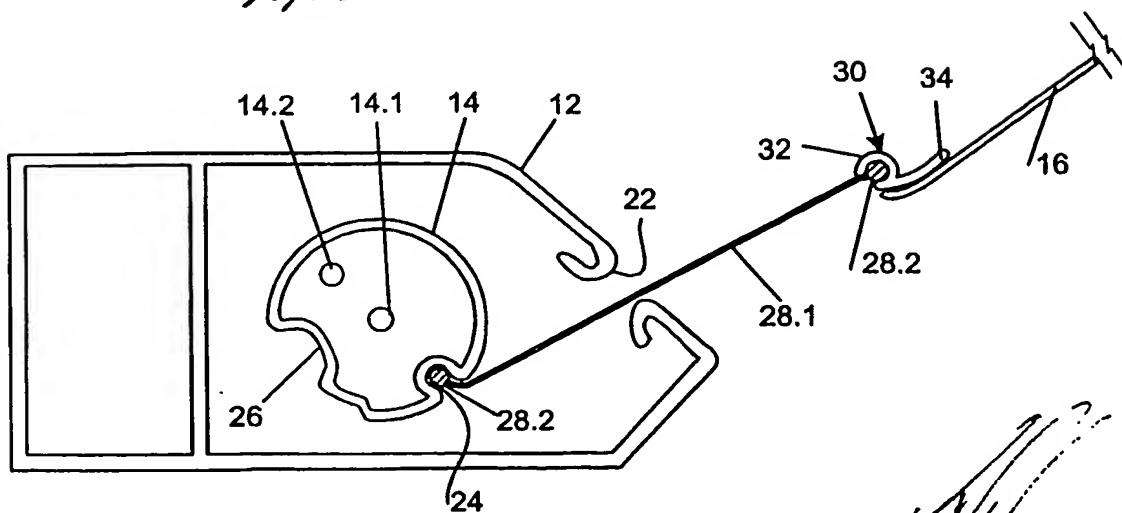
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Applicant's Agents

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MEYER, Allen

*Figure 1**Figure 2**Figure 3*